

Devil Companies, Devil Products, Devil Logos?

by **Texe Marrs**



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What messages are some of the world's top corporations sending with their choices for names of products and companies? In my book *Project LUCID*, I uncover the curious, occultic overtones of the *Lucent Technologies*' logo--a fiery red circle. The name "Lucent" is itself questionable. Some say it stands for Lucifer's Enterprises. Of course, the corporation's spokesmen vociferously deny it.

Lucent Technologies is touting its newest software innovation, brand-named "*Inferno*." Inferno! What message is this mega-giant company--formerly known as AT&T's Bell Labs--trying to send us?

A ministry friend from Columbus, Ohio, recently decided to check out the Lucent web site on the internet and was shocked by what he found. Here's his report:

The Lucent Technologies web site pictures a whirlpool of fire that is vivid red. Also, the buttons are not only red, but they are moving like flames. If you go to the Inferno bulletin board on Lucent's site, you can also view this. I am certain that the Lord led me to this file because it was no longer available the following day. Either I was somehow enabled to access a classified file or it was pulled by Lucent. This file should leave no doubt--except to the most blind among us--that Lucent Technologies is the most blatantly evil company in the world.

Running with the Devil

Well, Lucent may or may not be an evil firm, but if so, it sure has a lot of company. Consider, for example, *Reebok International*, the athletic footwear company. Reebok recently gave one of its lines of women's running shoes the telling name, *Incubus*. In medieval magic and lore, the incubus is a demon that has sex with women while they sleep!

In *U.S. News and World Report* (March 3, 1997), it was reported that some 53,000 pairs of the *Incubus* line of shoes had, so far, been shipped to retailers. But a Reebok spokesman insisted that the company was surprised when the occultic meaning of the name *Incubus* was first brought to management's attention. "We had no idea," said the spokesman.



Lucifer Manufacturing

Then there's *Honeywell*, the Minnesota-based computer giant. Honeywell has some of its Christian employees upset because the corporation is reportedly pushing a pro-homosexual philosophy. All workers are required to attend "Diversity Training" seminars during which the virtues of the gay lifestyle are extolled and praised.

Honeywell has, for years, had a subsidiary company based in Europe named--believe it or not--*Lucifer Manufacturing*! That's right, *Lucifer*. Probably just another embarrassing surprise, right? Are we to believe that Honeywell's top executives had no idea who Lucifer is?

Honeywell works closely with *Oracle*, a software corporation active in Big Brother technologies. Together, Honeywell and Oracle produce computerized control systems for the New World Order, including scanning equipment for security operations. Honeywell's global division has especially found success selling Honeywell's "Smart Distributed System," which, like Superman's fabled x-ray vision, can literally see through materials.

Recently, a friend of the ministry e-mailed me a Honeywell press release in which the giant corporation announced that its Lucifer subsidiary has now been sold to another large corporation, Parker-Hannifin. *Lucifer Lighting*

Lucifer Lighting

Not to be outdone, a U.S.A. company in San Antonio also goes by the name of Lucifer: Lucifer Lighting Co. A friend sent me one of this company's sale brochures. The brochure advertises that the firm makes and sells such products as Lucifer light strips and Lucifer halogen lights. Now please, tell me: What corporate CEO in his right mind would name a light company "Lucifer?"

666 Company Linked with Microsoft?

Now let us leave Lucifer and take a look at what's going on at Microsoft, the world's largest software corporation. Microsoft has recently announced it's gone into business with Apple Computers, one of the top makers of personal and networking computers. According to Fortune magazine, billionaire Bill Gates, founder of Microsoft, is the richest man in the U.S.A. Gates was an attendee and a key player at Soviet Communist Mikhail Gorbachev's *State of the World Forum* in San Francisco last year.



Cooperating with Apple, Gates and his Microsoft Corporation will gain significant new inroads into the computer market. Microsoft's global software and internet superiority will intensify. But, have Bill Gates and Microsoft linked up with a devilish company in Apple?

Consider Apple's choice for its corporate symbol? The company's logo is an apple that has had a bite taken out of it. To many occult insiders, this signifies that the eating of the forbidden fruit (symbolically, the apple) by Adam and Eve in the Garden of Eden was a good thing. Occultists and New Agers teach that taking a bite out of the apple gave the first two humans knowledge, or gnosis, putting them on the path to self-divinity and godhood.

Apple Computers was cofounded in the 70s by Stephen Jobs, a weird, New Age guru-type, and Steven Wozniak, also an advocate of the Aquarian Age culture. When entrepreneurs Jobs and Wozniak first marketed their earliest, crude personal computer, they put a price tag of \$666 on the product. 666!

Coincidental--or on purpose? You decide.

Proctor & Gamble's Old Man in the Moon

We receive mail from time to time asking us if Proctor & Gamble (P&G), the maker of many well-known soap and detergent products, is a satanic organization. Inquirers frequently call our attention to P&G's curious logo.

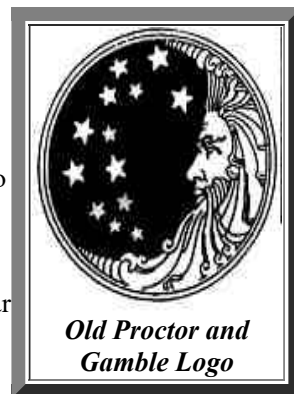
In fact, I have no evidence whatsoever that Proctor & Gamble is linked with Satanism. The constant rumor that the president of this huge company once went on a major TV talk show and professed to being a member of the Church of Satan has definitely been proven to be false. The company believes that rumor was begun by corporate competitors.

Strangely, however, Proctor & Gamble has for years stubbornly refused to toss out its logo of an old man in the moon surrounded by 13 stars. Some people suspect that the stars represent the occultic number 13, and the belief is that they were arranged to roughly appear as a 6, the number of the beast of Revelation 13. What seem to be two horns come out of the old man's head.

Proctor & Gamble vigorously denies the accusations, contending that the horns are merely curls of hair. And the 13 stars? According to Proctor & Gamble, they represent the original 13 colonies of the U.S.A. The man in the moon, a company spokesman claims, also honors the original colonies.

In 1992, Proctor & Gamble decided to slightly revise its bizarre and troublesome logo. A corporate spokesman announced that the curls (or horns?) were being softened artistically. Other minor changes were also made, ostensibly to alleviate concerns. But rumors and questions still remain.

In any case, soap-maker Proctor & Gamble has filed lawsuits against several people believed to be responsible for spreading the allegations of devilism. But, in at least one of the lawsuits, the company raised eyebrows when the news came out that Proctor & Gamble was seeking exactly \$66,600 in damages!



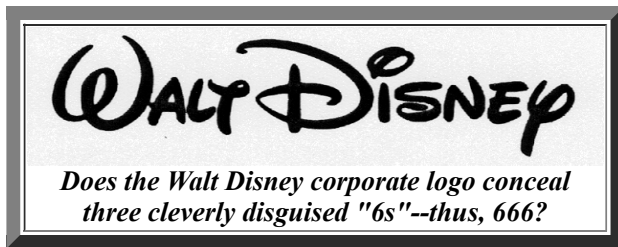
Of Pyramids, Eyes, Serpents, Eggs, and Crosses

Everywhere one turns, the corporate logos seem to be sending us messages. Internet provider America On-Line has for its logo a pyramid with an all-seeing eye inside. CBS-TV also uses the enigmatic all-seeing eye for its symbol. Meanwhile, Intel's computer chips, including the company's top-selling Pentium chip, come with the company's celebrated symbol, which suspiciously resembles the ancient occultic symbol of eternity, the ouroboros, a serpent biting its own tail.

The Saturn automobile folks proudly display their red-colored logo in TV ads and billboards, with its double lines looking suspiciously like crossed horns. Nabisco's long-standing logo has what seems to be a stylistic, multibar cross affixed to an egg-shaped emblem. Is Nabisco's logo a Masonic phallic symbol of fertility?

The Shell Oil logo appears to be the golden shell of Aphrodite, the goddess who, pagan legend says, rose from the sea (see Revelation 13:1 for details). Meanwhile, Texaco Oil displays the Egyptian tau cross in a black and red

coloration.



Disney has been much in the news lately. Christians are not at all happy with what they say is the smutty, anti-Bible direction the company is now taking with its movies, television shows, and CD albums. Is Disney's hostility to traditional Christian values reflected in its corporate logo? Carefully examine the Disney logo pictured here. Can you find what are alleged to be three 6s (666) concealed?

Just a Coincidence?

Are the shapes of these logos just coincidences? The corporations mentioned above, and others who have adopted equally questionable marks and logos, would almost certainly deny that their logos are either pagan, occultic, or New Age. It may be that the corporate leadership is, in fact, innocently unaware of the esoteric, sometimes hidden, meanings of these symbols. Moreover, it must be admitted that a given symbol can have a multiplicity of meanings. Therefore, we make no railing accusations against these companies and their products.

But regardless, we do know for sure that Satan, the temporal "god of this world" (II Corinthians 4:4), can be expected to plant his symbols of evil throughout the globe in the last days. He is the father of liars, the blasphemous one, the dragon and serpent. I am convinced that Satan and his agents are very busy these days, conditioning men's minds and programming their senses with stunningly effective visual magic and sorcery.

Our argument, our battle, is not with the corporations of this world. Our struggle is with higher powers. Our holy campaign is against "spiritual wickedness in high places." What we see in many of today's company logos and emblems is no doubt a prime manifestation of spiritual wickedness in high places.

Thank God, He is able and willing to guide us into knowledge and wisdom as we expose today's multiplying, visible manifestations of evil. Only He can protect us from their hypnotic, mind-control effects. To paraphrase one corporation's catchy advertising slogan, it can be said of Jesus--"Don't leave home without Him." He is powerful, and He is the ultimate in personal security in these deceit-filled last days. A symbol is a mere representation, or shadow, of something. But Christ Jesus is real. He is beyond symbolism. He gloriously lives, and He reigns.

And the Lord shall deliver me from every evil work, and will preserve me unto His heavenly kingdom: to whom be glory for ever and ever. Amen. (II Timothy 4:18)

--Texe Marr



[Walt Disney and Sexual Perversion](#)



The All-Seeing Eye in Corporate Logos and Movies



This was CBS's original logo -- it's no stretch to see the eye here.



The CBS logo has changed over time, but the eye has remained the central theme.



Founded by illuminati Rupert Murdoch, AOL's logo is a stylized eye inside a pyramid.



Here's an illuminati eye as seen in a Starbuck's window



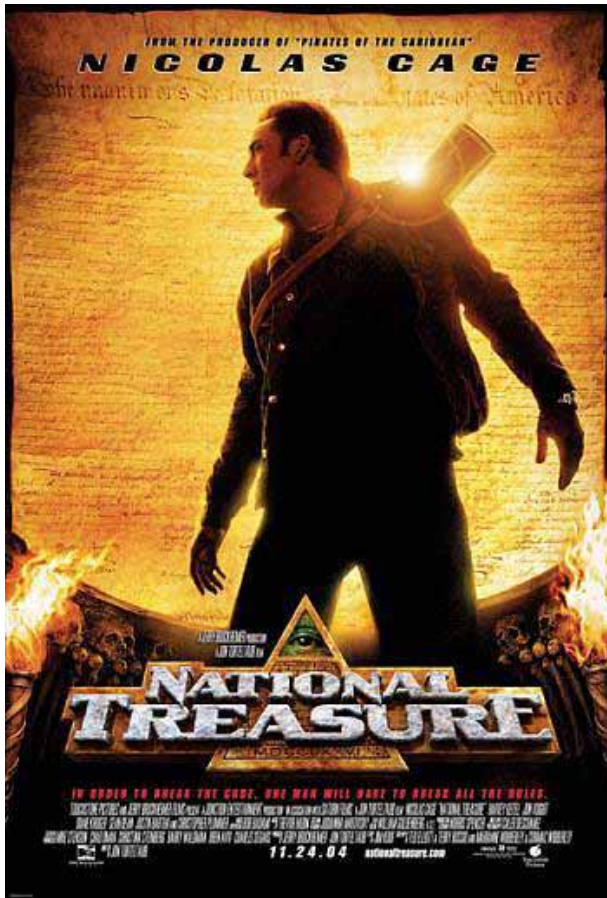
Scanning for plug-ins...

Version 6.0

Adobe® Photoshop® 6.0



The classic film, *Brazil*

From the movie, *Being There*

US and UK Government Examples of the All-Seeing Eye

This absurdly in-your-face example of illuminati symbolism (and intent) is the logo for a new Orwellian DARPA division, "Total Information Awareness." When the logo and the office became public, outrage led to DARPA's saying they were canceling the project.



of course, the project is still in force, just under different guises.

The logo depicts the all-seeing eye at the top of a pyramid beaming down on the globe.



yes, this poster is real and was put out by the UK government. It could have been a 1940's movie poster for 1984, but this image was distributed across London to publicize London Transport's increased use of CCTV on buses.

The art is reminiscent of the propaganda posters of WWII or of totalitarian regimes, and portrays multiple all-seeing eyes stylized along the lines of the eye of Osiris below the words, "Secure beneath the watchful eyes."



The all-seeing-eye on the dollar bill, which Americans see every time they make a cash transaction. Below the illuminati pyramid/eye symbol are the words: "Novus Ordo Seclorum," which can be translated as: 'A new order of the ages'

The Devil in Music

Signs of Satan

RELIGION: The Occult Connection

The Beast Has Risen! (Many more occult company logos!)

The Pope and the All-Seeing-Eye

